

The Macdonald FARM Journal



Vol. 21, No. 8

August, 1960



HARVEST HEAT

Editorial

Let's Modernize Apple Marketing

Quebec apples will be coming on the market in a few weeks time. Experience of past years indicates that many apple growers, unless the industry makes a number of changes, will not likely be very satisfied with their returns. For most apple producers the present situation is, quote, "terrible". The industry seems to be in a period of chronic overproduction, or, put another way, underconsumption.

Prospects for the 1960 crop appear to be about the same as last year for the Province of Quebec. Industry experts look forward to few trans-Atlantic shipments — probably about the same as last year. Europe reports a huge crop.

There are no easy remedies to the problems of the pomological industry. It is clear however, that producers must make adjustments in their own operations, if they have not already done so, and that the industry as a whole must adapt itself if it is even to dream of reasonable returns. There can be little doubt that producers are using "horse and buggy" methods to sell to a few powerful buyers on whom they must depend for the movement of their crop.

Besides the apple co-operatives which the producers own but to which they appear to lend only luke-warm support, more than 100 farmers have their own cold storages for apples. The past few years of surplus production have seen producers bid against their co-operatives in desperate attempts to move their apples. The upshot of this ferocious throat-cutting has been the disastrous prices of recent experience. Chain stores and wholesalers have been able to meet requirements at giveaway prices simply by bidding one supplier against another.

It is significant that recent studies have shown apples to be relatively price inelastic. Consumers will eat so many apples — no more, no matter if the price is drastically reduced. It appears

that, as long as apple prices are competitive with those of other fruits, lowering them much beyond this level will not induce a significant increase in consumption.

If these conclusions are correct, they could be of great importance to producers. Apple growers should organize to maintain prices at or near the level at which apples compete successfully with other fruits if they wish to obtain maximum returns for production. A significant step toward organization may have been made by the Franklin Apple Growers' Co-operative which is endeavouring to organize "The Quebec Apple Growers' Marketing Board". If approved by the producers, this Board would have power to control the marketing of apples, to establish orderly marketing procedures and to fix the sale price of apples. It would thus eliminate foolish and expensive price cutting, and, if adequately supported and capably managed, ought to enhance producer revenues considerably.

Besides organization for price maintenance, growers should organize to do some advertising. Advertising efforts of last year are to be commended. However, much more advertising is needed. The program needs to receive increased producer support. Research has shown that while the consumption of all fruits has been increasing per capita in Canada, the increase in per capita consumption of apples has been negligible. Consumption of fresh apples has been declining — in the post-war period at a rate of 1% per year in Canada and about 2% per year in the United States. Since per capita consumption of apples in Montreal is away above that of other major consuming areas in Canada, Quebec growers have a high stake in maintaining this level of consumption. Another product for which advertising might be highly effective is apple juice. Much could be

made of the fact that vitaminized apple juice is as satisfactory a source of vitamin C as is orange juice. A real drive might encourage the use of apple juice at the breakfast table, a position which research on consumer preferences indicates it does not presently enjoy.

Producer organization may be able to enforce consistent and close grading. There is still room for improvement in grading and especially in handling and packing. Bruised apples could be found in many neat polyethylene packages on store shelves last season. Regardless of whether the bruising occurs before packing or during transportation, it is still there and the consumer will duly note it.

There is obviously no cure-all for the apple industry. Improvement will come about bit by bit and perhaps then only when a few mistakes have been made. But there is one thing certain — only concerted and organized action by the apple growers themselves will establish the industry on a sound footing. Neither government employees nor the government can do it. It rests with the orchardists, through their co-operatives and any other organization they may need, to modernize their industry, particularly and most urgently, that part of it beyond the trees.

ART. BENNETT

Bilingual Auctioneer

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GROWING AND . . .

(Continued from page 10)

beds. Direct field seeding is not recommended due to the competition from grass, drought and rodents.

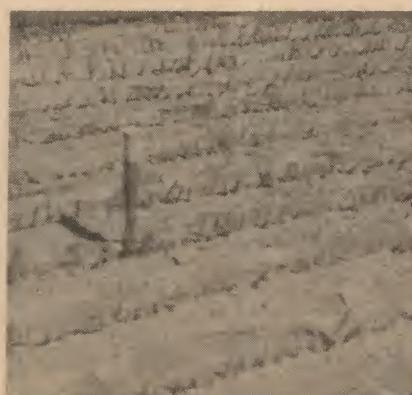
Following the first year of germination, in the spring of the second year a fertilizer should be applied. Approximately one-fourth of an ounce of 6-9-6 "Evergreen" fertilizer per square foot is the recommended dosage for a sandy loam soil. "Evergreen" is particularly good in that it doesn't burn trees. Other fertilizers work as well, but if they are applied, the seed bed should be watered immediately following application.

Transplanting

Pine seedlings are usually ready to dig in the third growing season. If you have had good growth your trees should be ready to field plant by that time, and they should be from 8 to 12 inches tall. Spruce may be somewhat smaller than this, but they can be lifted at this time, although they will probably do better given an extra year's growth in the nursery.



Seed beds planted in drills. Seedlings are White Spruce and Red Pine on Southern Canada Power Co. plantation.



Newly placed White Spruce transplants in the nursery of Southern Canada Power.

REVISED ADVERTISING RATES FOR THE MACDONALD FARM JOURNAL

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1,000 lines (per year)	25¢
3,000 lines (per year)	24¢
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Editor and Advertising Manager:

L. G. Young, Macdonald College, Que.

A garden fork is a good tool for digging seedlings. Be careful not to injure the roots and at all times the exposed roots should be kept immersed in water until field plantings take place. A dug seedling left in the hot sun for 10 minutes may die, because of the drying out of its small feeder root system which it depends on for nourishment following transplanting.

This year appears to be a good seed year for red pine (an infrequent occurrence), white pine in some areas, and an excellent year for spruce, balsam, fir and hemlock in Southern Quebec. These good or bumper seed years only occur every four to five years, hence this is a good year to begin your home-forest tree nursery.

COVER PICTURE

View of the farm of Mr. A. Legros at Wakefield, Gatineau County.

What Winter Wheat Will Do

by Prof. H. R. KLINCK



The author shown standing in one of his wheat plots from which a sample for yield measurement has been taken.

Winter wheat, or fall wheat if you prefer, is gradually gaining ground as a crop in Quebec. A number of farmers have grown it with good results, reporting yields of 35 or more bushels per acre. This is equivalent in grain weight to 62 bushels of oats or 44 bushels of barley.

The increasing interest in winter wheat has stimulated the Agronomy Department at Macdonald College to conduct some experiments to find out more about the best varieties to grow and the best time to sow the crop. In the Eastern Townships some farmers are turning their cattle on the crop in the late fall to supplement fall pastures. The influence of this

practice on winter survival of the wheat crop and on grain yields is also being investigated.

These experiments have provided some interesting results. These are recorded in this article in the hope that they will further increase the interest in this crop and improve the cultural practices associated with growing winter wheat.

EXPERIMENTS ESTABLISHED

Three years ago a series of winter wheat plots were established at Macdonald College and a second series at East Farnham. These included five varieties, namely, Kharkov 22 M.C., Rideau, Richmond, Cornell 599 and Genesee. Each variety was sown on three different dates, about September 7th, September 20th and October 5th. At East Farnham a fence was put up to divide each plot into two sections. One section was grazed by cattle during the latter part of October while the other section was left untouched. At Macdonald College a portion of each plot was mechanically clipped to simulate grazing.

In the spring notes were taken on the amount of winterkilling, and when the crop matured a small area was cut from each plot for yield determinations and other data.

WINTERKILLING A PROBLEM

One of the main hazards in growing winter wheat is the kill-

ing out of the crop during the winter or early spring. Even in areas where this crop is widely grown every year, such as in Southern Ontario, severe winterkilling occurs occasionally. We in Quebec are in a marginal area as far as winter survival of wheat is concerned, but the risk of losses is greatly reduced if the crop is sown on land that has good natural drainage. Wheat is particularly susceptible to damage in low parts of a field where water collects early in the spring or where winter thaws create ice sheets.

Of course there are other reasons why wheat may not survive the winter. All varieties are not equally able to withstand severe winter temperatures. In fact, the varieties most widely grown in Southern Ontario, like Genesee or Dawbul, may be expected to winterkill to some extent under the more severe winter conditions in Quebec. There are varieties, though, like Richmond, Rideau or Kharkov 22 M. C., that are more hardy and generally survive better.

Then, too, the date of seeding has an influence on winter survival. If seeding is done early in September and the plants become well established during the fall, the crop will be damaged less than if seeding is delayed until say early October. October sown stands are often comparatively short and weeds tend to take over.



The above picture shows two plots, one planted September 7th and one October 5th. There is a marked difference in the amount of tillering and in the height of the stands.



The plot on left above was sown October 5th, the one on the right September 20th. Note the difference in the thickness of stand and in the height. When the plants are sparse, as in the October 5th plot, weeds grow very rapidly. They can be seen near the centre of the picture.

Still another factor influencing winter survival is fall grazing, where this is practised. Grazing generally injures the plants to some extent, making them more susceptible to winterkilling.

The figures in Table 1 bear out these points. You will notice that variety, seeding date and grazing all influence winter survival.

On the basis of our experiments, then, it would appear that to obtain maximum winter survival of winter wheat the crop should be sown in early September, and not grazed. However, these conditions do not necessarily provide the highest grain yields.

HIGH GRAIN YIELDS ARE POSSIBLE

It has been interesting in our experiments that grain yields are not entirely associated with winter damage. The highest yields have been obtained from the September 20th seedings, even though some winterkilling occurred in this material. Apparently the plants made up for the winter damage by either tillering more or producing larger heads. Some figures are included here to demonstrate the yield response. You will note that yields ranged from 20 to over 40 bushels per acre. (See Table 2)

Grain yields have also been affected by fall grazing. When early September sown material was grazed, yields were generally reduced. However, grazing increased yields in later seedings.

We cannot ignore the variety response in grain yields, and particularly the response of different varieties to grazing. For example, Rideau yielded very well in non-grazed plots but was a poor yielder under grazed conditions, especially in the September 7th seeding. Richmond yielded better under grazed than under non-grazed conditions, especially with the later seedings.

On the basis of these results, Rideau gives the best yield response if not grazed, Richmond the best if grazed. With no grazing we have found little difference between early and mid-late September seeding dates. However, if grazing is practised, it appears better to seed in mid-late September.

TRY SOME WINTER WHEAT

Winter wheat is an easy crop to grow. It can be sown in the fall when the land is readily worked and when the pressure of other

Table 1

Approximate Seeding Date	Variety	Per cent Winter Survival Non-grazed	Per cent Winter Survival Grazed
Sept. 7	Kharkov 22 M.C.	100	99
	Rideau	99	93
	Richmond	98	88
	Genesee	98	80
	Cornell 595	96	65
Sept. 20	Kharkov 22 M.C.	96	95
	Rideau	96	88
	Richmond	91	81
	Genesee	89	75
	Cornell 595	83	65
Oct. 5	Kharkov 22 M.C.	86	78
	Rideau	87	75
	Richmond	83	60
	Genesee	64	52
	Cornell 595	59	39

Table 2

Approximate Seeding Date	Variety	Grain Yield—Bu. per Acre Non-grazed	Grain Yield—Bu. per Acre Grazed
Sept. 7	Rideau	41	20
	Richmond	31	27
	Genesee	30	23
	Cornell 595	31	29
	Kharkov 22 M.C.	26	27
Sept. 20	Rideau	40	36
	Richmond	32	36
	Genesee	30	36
	Cornell 595	28	30
	Kharkov 22 M.C.	27	31
Oct. 5	Rideau	24	24
	Richmond	24	29
	Genesee	24	24
	Cornell 595	20	24
	Kharkov 22 M.C.	19	24

work is at a minimum. It has a particular advantage in the spring if seeding of grain crops is delayed by wet conditions. It will normally ripen before spring sown oats and barley. As a rule the straw is strong so lodging is not a problem. Some farmers are taking advantage of the strong straw and early maturity of this crop and using it as a nurse crop for seeding down grass-legume crops. Such seeds can be broadcast on the wheat crop in the early spring to take advantage of early spring moisture.

On the basis of the Macdonald College experiments and general observations, we would make the following recommendations to those of you who would like to try winter wheat:

1. Sow winter wheat only on well-drained land. Winterkilling is worst on low, wet areas. If severe killing does occur, the land can still be reworked and put into spring grain.

2. Sow winter wheat around September 20th. Delaying seeding until October tends to increase winterkilling and decrease grain yields.

3. Grazing the crop in the late fall may be beneficial as long as the crop has not been sown too early. However, grazing should not be practised when the fields are very wet, because of excessive tramping.

4. Use the varieties Richmond or Rideau. These have fair winter-hardiness and are good yielders. Richmond is preferable if you intend to fall graze the crop. Both of these varieties produce white grain.

5. Always use *Certified* seed to insure good germination and a minimum of weed seeds.

Don't expect perfect survival of the crop every year. Remember that we are in a borderline area for extensive winter wheat production, but in most years we can produce good crops. Try some winter wheat and see what it will do for you.

* * *

Periodic surveys of the home, from roof to basement and garden, will help to eliminate accident hazards as they are discovered. Repairs should be made where needed; electrical equipment should be kept in good order.

THE DEPARTMENT OF AGRICULTURE

gives a

Report to the Province



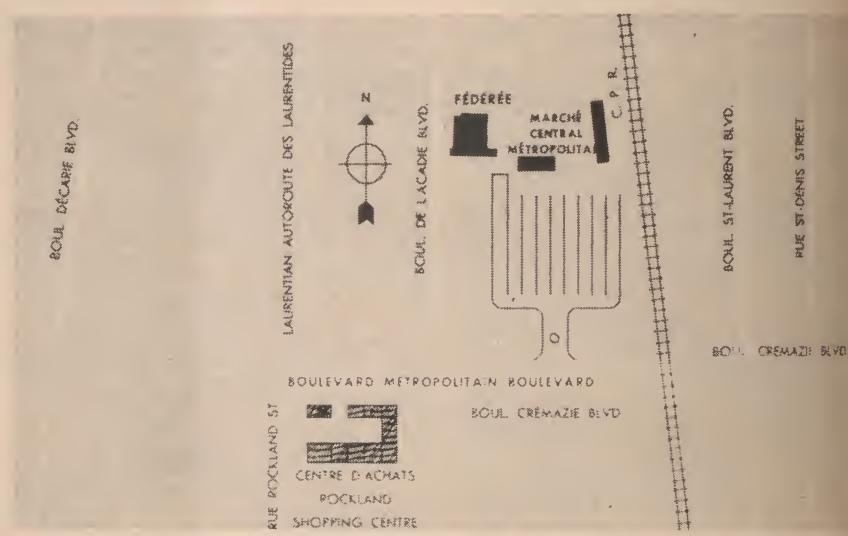
New Farmer's Market For Montreal

THE Greater Montreal Central Market was officially opened in June. When completed, the Market will have facilities for grading, packaging and selling of fruits and vegetables; it will handle eggs and meats as well as all lines of agricultural supplies. At present the fruit and vegetable wholesalers' building has been completed and more than 300 farmers are regularly displaying their produce in the open stalls. The administration headquarters has been completed and this building houses offices, a restaurant and a bank. The Coopérative Fédérée has also moved into new headquarters at the market and has a full line of farm supplies available.

The Market is operated by the Greater Montreal Market Company Limited. Officials expect the Market to become the centre of trade in agricultural products and supplies for the Montreal area. In the article reproduced below from the annual report of the Coopérative Fédérée, by Roger Perreault, Economist with the Fédérée, points out why the new Central Market is so important to Quebec farmers.

* * *

On account of its very large population — about 40 per cent of that of our Province — and of the small number of cities of importance in Quebec, the economic influence of the Metropolitan Montreal region makes itself intensely felt in at least twenty of the surrounding counties. Metropolitan Montreal comprises the islands of Montreal and Jesus and the county of Chambly. If the provinces of Quebec and Ontario are excluded, the population of this region, with its two million inhabitants, is greater than that of any single Canadian



The Central Metropolitan Market is located in the northern part of the City. As shown above, it is just north of the Metropolitan Boulevard and east of the Laurentian Autoroute, two of the most important traffic arteries in Montreal. C.P.R. (shown at right of the market) provides rail transportation. Farmers' market stalls are shown by the eight parallel lines. In the background, left, is the head office and warehouses of the Coopérative Fédérée; centre, the market offices, a bank and restaurant; right, fruit and vegetables wholesalers' terminal.

province. In a decade it is likely to reach a figure of three millions.

Besides its geographical situation and its enormous concentration of population, the market of Metropolitan Montreal is attractive for other reasons. For instance, disposable income per person in 1958 was \$1,550, which is 17 per cent more than the national average. Total disposable income amounted to \$2,666 millions. Such an income represents considerable purchasing power. During the same year retail sales totalled \$1,851 millions, or \$1,080 per person and 21 per cent more than the national average.

Retail purchases of food products constitute an important portion of the expenditures of the permanent population. They represent an annual outlay of approximately \$450 millions. If the actual expenses for foods consumed outside the

home is added a value of \$500 millions is obtained. Metropolitan Montreal consumes at least 135,000 tons of all kinds of meats, 25,000 tons of hens and chickens, 10,000 tons of other kinds of poultry, 45,000,000 dozens of eggs and 20,000 tons of butter per year.

It is interesting to note that, based on provincial production, among the largest cities of this country, Montreal is probably the most deficient in the supply of food-stuffs. Only in certain years does Quebec have a tendency to overproduction of a few agricultural products. In other respects the City of Montreal is peculiar, since the consumption per capita of certain foods is the highest in the country. A 1955 inquiry in five large Canadian cities by the federal Bureau of Statistics revealed that

(Continued on page 8)

Growing and Collecting Seed of Evergreens

By Prof. A. R. C. JONES

Cone Collection

The seeds are found inside the cone on the upper surface of the scales. When a cone opens on a tree the seeds scatter and the cone then becomes worthless for seed. *Rule:* Collect only closed cones. Try to collect the cones just as they ripen. Generally the spruces, balsam fir and tamarack cones ripen from mid-August to about mid-September; White pine from the end of August to the end of September; red and Jack pine from the first of September to early October. Jack pine cones will stay unopened on the tree until a strong heat (about 120°F.) opens the cones and unopened cones may be found on the tree the following spring; hence its designation as a "fire type" and its habit of seeding-in prolifically following fires.

The appearance of the ripe cones varies on different kinds of trees. Usually ripe cones are brown, turning from yellowish to brown at the tip. Exceptions to this are black spruce, whose cone is purple, and the red pine whose cone is purple with the tips reddish-brown. The best test of ripeness is to examine the individual seeds. If the kernel is full, plump and white, but not milky, the cones are ready to pick.

When picking cones, if the trees are uncut, a long pole pruner or a stick with a wire on it is useful. Cones can also be collected when mature trees are harvested for lumber, or when thinnings are made for pulpwood but this means the trees have to be cut down during the period when cones are ripe. When picking cones by hand, bend back the needles and twist off the cone. When using a stick with a hook on it, the tree branch can be pulled down and the cones "combed off".

Extracting and Storing of Seed

Once the ripe cones have been collected, they should be spread out on a clean surface in direct sunlight, using some kind of a box or flat for this purpose. Fish boxes are very suitable. *Rule:* Dry collected cones on a radiator or in direct sunlight. The direct sunlight will dry out the cone, the scales

will open gradually and the seed will fall out or can be jiggled out. Artificial heat in an oven is also helpful to hasten the drying and extraction of seed for slow-opening

cones such as Jack pine and Scotch pine. However, not over 120°F. should be used as stronger heat tends to spoil the germinability of the seed. (Continued on page 10)

Species	NUMBER OF SEEDS PER POUND (CLEAN)			Germinative Energy %	CLEAN SEED	
	Low	Average	High		Approx. No. of Viable Seeds per pound	Approx. No. of Viable Seeds per ounce
White Pine	21,000	28,000	32,000	77	21,560	1,350
Red Pine	47,000	55,000	65,000	85	46,750	2,920
Jack Pine	109,000	126,000	149,000	68	85,680	5,360
White Spruce	184,000	267,000	350,000	65	173,550	10,850
Norway Spruce	52,000	66,000	69,000	75	42,900	2,680
Tamarack	224,000	328,000	252,000	75	246,000	15,375
White Cedar	220,000	285,000	380,000	55	158,930	9,930
Balsam Fir	51,000	60,000	76,000	25	15,000	940
Hemlock	176,000	264,000	352,000	25	50,350	3,150

VISIT 75th ANNIVERSARY 1885 — 1960 CANADA'S GREAT EASTERN EXHIBITION

"THE SHOW WINDOW OF THE EASTERN TOWNSHIPS"
SHERBROOKE, QUE.

AUGUST 26th — SEPTEMBER 1st

featuring

1. LARGEST LIVESTOCK EXHIBITION IN EASTERN CANADA
Judging Saturday to Thursday.
2. DISPLAYS OF AGRICULTURAL PRODUCE, FLOWERS, COOKING, SEWING, HANDICRAFTS AND ART.
3. 4-H CLUB EXHIBIT OF CALVES.
4. INDUSTRIAL EXHIBITION.
5. GRAND STAND NIGHT ATTRACTION.
— The anniversary night grand stand spectacular attraction will be produced by the world-famous G.A.C. HAMID INC. of New York after an absence of three years. The performance is Hamid's No. 1 show, and is known as the "SHOW OF SHOWS", featuring the "MANHATTAN ROCKETS".
— Horse racing Saturday evening and each afternoon Sunday to Thursday.
6. THE FAMOUS CONKLIN MIDWAY IN ATTENDANCE FRIDAY EVENING TO THURSDAY EVENING, INCLUSIVE.
— Great Bingo Friday evening, August 26th.
— Drawing Thursday evening, September 1st, for 5 automobiles.

IN THE HEART OF QUEBEC VACATIONLAND.

4-H Clubs Promote Conservation Of Natural Resources



Quebec has 347 4-H Clubs. These clubs are composed of young adults ten to twenty years of age and their objective is to teach members the value of our natural resources and encourage the conservation of our forests, soils, fauna, and our lakes and streams. The Clubs' motto, from which the "4-H" comes, is "Honour in actions, Honesty in means, Handiness at work, Humanity in behaviour". Every year the Club members, besides studying our forests and wild life, plant trees, organize tree nurseries, and carry out educational work among the public. The Clubs also encourage recreation and help to develop leaders. The Clubs are sponsored by the Quebec Forestry Association but have their own Provincial organization. Of the 347 Clubs operating last year 219 were boys' Clubs and 128 were girls' Clubs. They had a total of 10,800 members. Since the organization of the first Club 18 years ago some 56,000 young people as members of the Club have studied and learned to appreciate the value of our natural resources.

At left are Miss Bibiane Goupil, President of the Angliers 4-H, and Mr. Jean Guy Morin, President of the Cabano 4-H Club. They were elected Provincial Presidents of the Quebec organization of 4-H Clubs. Both are wearing the badges of 4-H Club members.

FARMERS' MARKET . . .

(Continued from page 6)

in Montreal the greatest amounts of bread, potatoes, butter, apples, meat of all kinds, hens and chickens were consumed per person.

The supply of food products to a market as populous as that of Metropolitan Montreal, which has certain definite characteristics — importance of imports, marked preferences for certain foods — implies an efficient, dynamic, and complex marketing system for farm products. In the present structure of the marketing system and in the face of developments to come, the central market is called upon to

play an essential role in reducing distribution costs.

A central market is indeed a point of concentration for farm products. It is located between the farms on the one hand and the wholesalers and retailers on the other. By definition, transactions take place in free competition and demands of consumers are relayed to producers by selling agencies operating in the market.

This type of market plays a role of first importance in the determination of prices. Normally, such a market has a large number of buyers and sellers who handle a large volume of certain products, in which case the prices on this market serve as a guide for country shippers and local buyers in other markets.

In addition, the importance of the market cannot be underestimated inasmuch as it is a source of

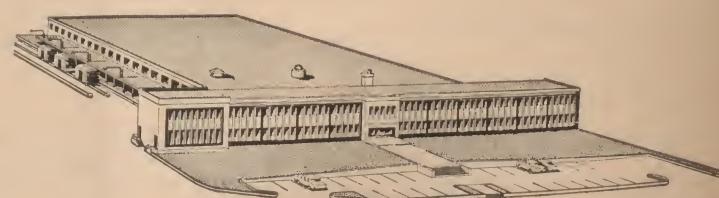
information on supplies, prices, their relations, and the quality of products, etc.

For a large city, and above all for Montreal with its particular problems of food distribution, the central market is a rational system in this sense — it can represent substantial economies for its participants and the consumers. Food distribution is very expensive. For example, in 1958, it cost \$2.13 billions to market farm products of a total retail value of a little more than \$4 billions. Costs of transport, warehousing and packaging, represent an important fraction of total distribution bill. However, in assembling a large variety of products in one place, substantial economies of transportation, handling services, warehousing and selling can be effected.

The organization of a central market implies adequate physical



This photo gives an idea of the size of market. There are eight rows of stalls such as this. Farmers park on one side, buyers load on the other.



New offices and warehouses of the Coopérative Fédérée. At left can be seen the railway spur line beside the building. Fédérée has more than doubled business in the last ten years. Turnover last year exceeded \$115 million.

and administrative facilities. These include, among others, those for loading and unloading, warehousing, grading, rail and highway transport, administrative services, brokerage and credit institutions. The market will provide a place for all these facilities, with this in particular: farmers will find it an important centre providing farm supplies necessary to agricultural production.

After having considered several favourable sites for the building of its future head office and warehouses, the Fédérée came to the conclusion that the Central Metropolitan Market represented an ideal location for the following reasons:

1. This market constitutes an important centre for food distribution. For instance, the Fédérée and affiliated co-operatives handle approximately 25-30 per cent of the total value of Quebec agricultural products.

2. This market is situated in the vicinity of several of the principal arteries of the Island of Montreal (Metropolitan Boulevard, Laurentian Autoroute, etc.). Facilities for parking and for rail and truck transportation are excellent; and

3. The Fédérée offers farmers participating in the activities of the central market numerous lines of good quality merchandise for agricultural use.

WEED MANAGEMENT — THE POULTRY WAY

If a strawberry grower wishes to reduce the 14 days of labour required to weed and cultivate one acre of strawberries to something in the nature of 3 or 4 days, and if he wishes to reduce by about 80% the amount of hoeing necessary, then he should consider getting some geese to help him with his chore. The number, of course, will depend upon the acreage of strawberries being grown.

"Ask any strawberry grower who has used geese what he thinks of them, and his enthusiasm about them will astound you. They will eat all the grasses, clovers, and most weeds. However, not all weeds. They may cut out about 80% of the hoeing necessary and, better still," points out Mr. Gordon Kinsman of the Nova Scotia Agricultural College, Truro, "after they have worked for you for the Summer and Fall for their keep, you can sell them or eat them. Labour never came so good and yet so cheaply before."

COMBINE

SELF-PROPELLED OLIVER 35

Saves more grain than any other



The OLIVER 35 eliminates back-swathing . . . opens the field at any place without trampling or threshing the grain . . . avoids patches of damp cereals caused by weeds or late maturity, allowing them to dry and ripen.

You save grain on side hills and around gullies — and you save gasoline without using on additional tractor.

Thanks to many innovations and to field-tested engineering principles, this new OLIVER again excels all others from the point of view of operation.



See your local Co-operative

or

communicate with

LA COOPÉRATIVE FÉDÉRÉE DE QUÉBEC

Box 500

Youville Station

Montreal 11

Gets bacteria counts less than 6,000 with Gillett's Lye!

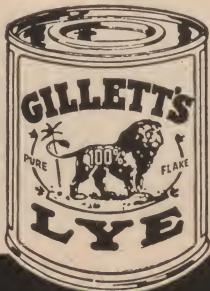
Bill Hamilton of Carrickfergus, Ontario keeps a herd of 70 purebred Holsteins, and sells to the fluid milk market. Naturally, low bacteria counts are of prime concern to Mr. Hamilton. Using a cleanser and a solution of Gillett's Lye, here is how he is achieving remarkably low bacteria counts, averaging between 3,000 and 6,000.



Preparing Solution. Mr. Hamilton prepares a solution of Gillett's Lye by dissolving two level tablespoons in a gallon of water. He uses this solution to clean and disinfect his milk pipeline. Lye causes no troublesome foam, and bacteria can't escape.



Rubber Inflations Stored In Solution until next milking. Lye solution kills bacteria on the surface and in the pores of rubber. It extracts fat in the pores, thus helps inflations keep shape and tension, resulting in longer life.



FOR FURTHER INFORMATION on the Lye Method of caring for milking machines and rubberware, write to Standard Brands Limited, 550 Sherbrooke Street West, Montreal.

IN REGULAR SIZE AND MONEY-SAVING 5 LB. CANS.

GROWING AND . . .

(Continued from page 7)

The next step in seed production in a commercial operation is the cleaning of the seed, i.e. removing the wings on the seed. However, seed for home production of trees does not have to be cleaned. Store the seed until planting time.

Coniferous seed is best sown in the fall, but seed may be stored over winter for spring planting. Red and Jack pine, hemlock and white cedar should be stored in a dry, airtight container and kept in a cool place, approximately 40 to 50 deg. F. Balsam fir, white pine and spruce seed should be mixed with moist sand at the rate of approximately 3 parts sand to 1 part seed, and kept at a temperature of 36 to 38 deg. F. Fall planting, however, of the last mentioned species is more satisfactory and this planting should occur in a prepared nursery bed.

Planting

Preparation of a nursery bed takes place by spading the ground to a depth of one foot, removing all trash, rock and litter. Pulverize the soil thoroughly. The seed can be broadcast at a rate of about 50 seeds per square foot or it can be put in drills, rows 4 to 6 inches apart to a depth of 4 times the size of the seed. The following quantities of seed will be needed to raise 50 seedlings per square foot for every hundred square feet of bed: White cedar, 3 ounces; Jack pine, 3 ounces; Norway spruce, 3 ounces; Balsam fir, 10 ounces; red pine, 3 ounces; white spruce, 3 ounces; hemlock, 4 ounces; white pine, 7 ounces; tamarack, 5 ounces. The table (page 7) gives the approximate number of seeds per pound, average. In addition the germinative energy and approximate number of viable seeds per ounce is also listed.

If the seed is fall sown, broadcast or sown in lines or drills, a good device is to cover the seed to a depth of three-quarters to one inch with pine needles, hemlock needles or spruce needles, which are easily obtained in the litter below these species in natural woods. In the spring, if the seeds germinate properly, this litter will not have to be removed but will further help

(Continued on page 3)

the soil and prevent the encroachment of weeds and grasses. The young seedlings should be shaded and watered, and competing weed vegetation kept out of the seed

Testing . . . Testing . . .

FLY CAKE

Fly Cake is a completely new fly-control product in solid form, according to the Aqua-Hydro Corporation of Montreal. It is claimed to be attractive to flies and to kill them instantly. It is also effective, according to the manufacturer, for crawling insects and other flying insects with the nervous system similar to that of the fly. It is claimed that Fly Cake will kill flies which have built up a resistance to D.D.T.

The manufacturer claims that the Fly Cake will last for one full season or longer and that Fly Cake can be hung by a nail or string on the wall, attached under garbage can lids, or placed on the floor since it does not attract pets.

TROLENE FM-40

TROLENE FM-40 is a feed additive for the control of warble flies in cattle. The manufacturer claims that if TROLENE FM-40 is fed to cattle as a feed additive between September 1st and December 15th the warble fly larvae are killed in the early grub stage before they have an opportunity to seriously affect weight gains or cause other damage to the animal.

This formulation contains Ronnel, the ingredient which is present in Trolene Boluses which have been on the market for several years. However, use of the Boluses provides for precision medication and involves close handling of cattle, whereas the FM-40 formulation is for medication through feed and,

although it provides for less precise dosing, it has the advantage of not requiring close handling of cattle. Dow Chemical claims it can be used for healthy cattle at any age. However, both Dow Chemical and the Canada Department of Agriculture point out that it should under no circumstances be fed to lactating cows whose milk is being used for human consumption or to beef animals within sixty days of slaughter.

For effective treatment the medicated feed must be fed according to directions for seven days.

* * *

It doesn't pay to ship hogs which are too fat. As soon as they exceed the recommended marketing weight their feeding becomes more costly and they become ineligible for quality premiums. Carcasses between 140 and 150 pounds with a well-distributed thin layer of fat bring the best prices.

New Receiving Station For Montreal Milk



Montreal Milk Producers' Co-operative, of which more than 83% of the fluid milk shippers of the Montreal market are members, has completed the construction of a milk receiving station at Ville de Brassard. The Co-operative already has a plant in downtown Montreal which handles that part of the fluid milk shipments in excess of the requirements of the Montreal dairies for the bottle trade. However, in the past year the excess supply of milk handled by the Co-operative has increased tremendously. It will be possible to supply from the Ville de Brassard Receiving Station the dairies requesting milk for uses other than the bottle trade. Truckers will find it more convenient to deliver to the Ville de Brassard location than to the downtown plant and at the same time some of the pressure will be removed from that plant. The plant will start operating in August.

The picture shows, left to right, Mr. John K. Dickson, Vice-President, and Mr. René Dubuc, President, of the Montreal Milk Producers' Co-operative, as they look at the blue prints for the new Receiving Station. Pictures on wall: left, Past President W. W. Moore, who was Secretary-Manager 1921-48; right, P. D. McArthur, President 1933-37, 1950-54.

A Positive Step Forward:

THE OFFICIAL OPENING OF QUEBEC'S

MOST MODERN RECEIVING CENTRE AT VILLE DE BRASSARD

SEPTEMBER 14, 1960

Visitors interested in the progress and welfare of the Dairy Industry are welcome at all times.

MONTREAL MILK PRODUCERS' CO-OPERATIVE

To Talk of Many Things

DISAPPOINTED WITH YIELDS?

by John ELLIOTT,
Agricultural Friedman



AT THIS time of the year haying is finished and harvesting well advanced. How productive is the pasture? Did hay and grain yields meet expectations? What is the condition of the corn? Many farmers still do not use measures adequate to guarantee high productivity. Although some may have tried fertilizer, special seed or some other management practice, yields may not have been as high as expected. If so, it is not correct or fair to say that the fertilizer did not work or that the special seed was not any better than that ordinarily used. Low productivity may be due to a whole series of factors.

Soils

Drainage is a problem often encountered but little regarded. Poor drainage will delay seeding due to wet spots on the land. In such cases the earth will not warm up enough and germination will not take place as readily. Soil erosion, often not obvious for many years, will gradually deplete a soil. Therefore the productive qualities of such land are decreased.

Fertilization

A soil which was very productive some years ago will definitely show deficiencies if it has not been maintained by good soil management. The wise use of manure and fertilizers will do much to improve fertility. An adequate amount of lime will make the soil less acid. Liming should be carefully considered as many crops will not grow in a soil which is too acid. Soil testing, which is done free of charge by the Provincial Government, will reveal deficiencies.

Seeding

The preparation of the seed bed is very important. The soil must be well pulverized, yet firm enough to hold moisture. Another factor is the seeding method. A drill that does not work correctly is not much use. Correct seeding rates and an

accurate seed drill are important. There are a number of varieties of seeds on the market. Only varieties which are "true to type" and recommended for a specific area should be used. "True to type" means registered or certified seed. Time of seeding may also determine the yield. The later the seeding, the lower the yield.

Weeds and Other Factors

Control of weeds is a good practice on any farm. Control means more nutrients and more available moisture to the crop. Legumes which are grown on fields where

they have never grown before require special inoculants. These inoculants are bacteria which convert nitrogen from the air into a form which can be used by the plant. Each legume has a specific bacteria and will not grow without it.

A number of factors may influence productivity. Any one of them can lower yields. Before it can be said that a seed variety or a fertilizer is not any good it would be well to check these other factors. Only a mystery cannot be explained and good crop production is far from being a mystery.

MORE COWS BRED BY AI IN 1959

Organized artificial insemination business in nine of Canada's 10 provinces reported "bigger than ever" operations last year. Newfoundland was the lone exception.

A report compiled by the Livestock Division of the Canada Department of Agriculture shows there were 187 semen purchasing organizations operating last year — a 40 per cent increase over the previous year. There were 14 semen producing organizations.

Nearly 14 per cent of Canada's 5,156,300 cows were bred artificially in 1959.

A total of 712,633 first services were reported, compared with 631,668 in 1958 — a boost of 13 per cent. There was a 40 per cent increase in the use of frozen semen, with 236,738 first services recorded.

Number of calves registered as purebreds as a result of this method of breeding was 58,052, an increase of 10,980 over the previous year.

Bull Studs were maintained in five provinces and these supplied the bulk of the semen used throughout the country. The balance was imported from the United States.

There were 315 dairy, 21 dual purpose and 120 beef bulls in service last year — a slight decrease in dairy bulls and a small increase in beef bulls. Average number of services per bull in these three classes was 1,625; 845 and 1,495 respectively.

A total of 82,229 herds were serviced by artificial insemination, and from a survey made last year it is estimated that eight per cent of these herds were tested on the Official Record of Performance or Provincial Dairy Herd Improvement programs.

In all, 343 import permits were issued to import semen from the U.S. — 146 to 25 private individuals and 197 to ten inseminating businesses.

Nine shipments of semen were exported to Sweden, England and the British West Indies. These represented 1,745 vials, an increase of 1,280.

Artificial insemination was not carried on commercially in other classes of livestock.

First services reported, by province:

Prince Edward Island, 19,230; Nova Scotia, 28,004; New Brunswick, 23,291; Quebec, 67,357; Ontario, 433,202; Manitoba, 28,793; Saskatchewan, 9,919; Alberta, 48,740; British Columbia, 54,097.

HIGH SCHOOL GRADUATES BEWARE!

by Prof. R. L. OVERING,
Institute of Education

OCASIONALLY, one hears the sad story of a boy or girl who graduated from high school only to find that he did not possess the correct diploma or the required subjects to gain admission to an institution of higher learning. How does this happen and what can be done to prevent it?

Everybody knows and pays lip-service to the idea that we live in a changing world. Despite this, many of us proceed with our pursuit of some academic objective on the assumption that entrance standards have been, are, and will remain fixed. In addition, many of us use the terms, *High School Leaving Certificate*, *Matriculation*, and the phrase, "I have my Grade Eleven", almost interchangeably, apparently assuming that all three are one and the same thing. Let us examine the situation.

The Meaning of Matriculation

First of all, a Junior High School Leaving Certificate is granted to all students who have obtained a passing mark of 50 per cent or more in the Grade Eleven examinations in at least eight papers, two

of which must be English, two French (substitutions may be arranged here in cases where the student has recently arrived from outside Quebec). However, the student who has qualified for a Junior High School Leaving Certificate has not necessarily matriculated. Matriculation is really a function of the universities. To have matriculated means that the candidate has achieved a high enough standard to be enrolled by a university. The word *matriculation*, thus, is relatively meaningless unless it is used in terms of a particular faculty or department of a particular university. For example, at McGill and at Macdonald College the subjects necessary and the required overall percentage will differ depending on whether it is the Faculty of Arts and Science, the Faculty of Agriculture or the Institute of Education which you wish to enter. The only constant factor is that for all three of these departments the applicant must have passed at least ten of the Grade XI papers.

Before proceeding to examine the specific requirements of any particular Faculty or Department at McGill University and Macdonald College let us look at an example of changing entrance standards. Back in the 1920's students could enter the teacher training department at Macdonald if they had completed Grade Nine. By the early



Professor Overing

forties, standards had so risen that teacher candidates were required to have their Junior High School Leaving Certificate (50 per cent in at least eight papers). A few years later a mark of 50 per cent in ten papers was required. Only a year or two ago the standards were raised once more and a student now needs a 60 per cent average in at least ten papers to gain admission to the Institute of Education.

With this background in mind, let us examine the admission requirements of some of the faculties and departments at Macdonald and of the Faculty of Arts and Science at McGill.

(Continued on page 14)

ARE YOUR CHILDREN THINKING OF LEAVING SCHOOL?

In 1955, when jobs were fairly easy to find, two out of three of the unemployed had not gone beyond Grade VIII in schools. In surveys conducted by the Unemployment Insurance Commission the Commission found that persons having left school at Grade VII, VIII, or IX were not likely to get anything but unskilled jobs at low pay. If your children are thinking of leaving school, remind them that the more schooling they have the more quickly they will be able to find a job and the better their chance of keeping it. Schooling provides a wider choice of jobs and also makes it easier to learn new things and improve skills.

In the world of tomorrow persons who can hold only unskilled jobs will be forced to compete more and more with machines. Opportunity will rest with those whose education has fitted them for skilled positions.



College graduation — a big day in the life of any boy or girl! If your son or daughter is planning to continue his formal education after high school, you are advised to check well in advance on the entrance requirements of the institution he or she may wish to attend.

HIGH SCHOOL . . .*(Continued from page 13)***University Entrance Requirements**

To gain entrance to the McGill Faculty of Arts and Science, one must hold either an "Arts Matric" or a "Science Matric", as they are called in popular parlance. In the case of the "Arts Matric" this means a pass in ten Grade Eleven papers and an overall average of 65 per cent. Included in the ten papers must be two English, two French (or acceptable equivalent), two Latin, two mathematics, one history and one option. The "Science Matric" comprises ten Grade Eleven papers whose marks must average at least 70 per cent. The courses necessary for the "Science Matric" are two English, two French (or equivalent), two mathematics, one history, one science and two options. So much for McGill.

At Macdonald College there are three major departments serving the high school graduate who has qualified for matriculation.

First, there is the Faculty of Agriculture which offers a four year degree course (B.Sc.(Agr.)). Secondly, there is the School of Household Science which offers a four year degree in Home Economics (B.Sc.(H.Ec.)). Within this Home Economics Course one may elect to specialize as a Home Economics teacher or as a dietician. Third, there is the Institute of Education which trains teachers for the Protestants schools of Quebec.

Admission requirements to the Faculty of Agriculture or to the School of Household Science are so similar that for our purpose we may group them together. For entry to either department the student must have obtained a 65 per cent average in ten papers which include two English, two French (or equivalent), two mathematics, one history, one science and two options drawn from a selected list.

The Institute of Education presents a variety of courses leading to any one of several certificates or to the Bachelor of Education Degree. For the purpose of this article only three of these courses concern us directly; viz., the B.Ed. Degree (4 years), the Class II Diploma (one year from Grade XII or 2 years from Grade XI.) and the class III Diploma (one year).

Admissions requirements for the B.Ed. Degree course are easy to describe; one needs either an Arts or a Science "Matric". For admission

to the one-year Class II Diploma course a candidate needs at least a ten paper Quebec Junior High School Leaving Certificate and a six paper Quebec Senior High School Leaving Certificate. In addition the applicant must be eighteen years of age before January, 1961. For the Class III Diploma course the admission requirements are a Quebec Junior High School Leaving Certificate, or its equivalent, showing passes in ten papers with an average of at least 60 per cent. To be accepted for this course the applicant must be seventeen years of age before January 1, 1961.

Because this is a short article dealing with a complex subject there are certain to be points which have not been covered. The purpose of the article will have been served if pupils and their parents are aware that they should check more closely, and well in advance, on the entrance requirements of that institution of higher learning to which they hope to proceed. Definitive information about courses offered at McGill may be obtained by writing:

The Registrar,
McGill University,
Montreal, P.Q.

For those who wish to obtain information about the Faculty of Agriculture or the School of Household Science, the address is:

The Registrar,
Macdonald College, P.Q.

Finally, those who are interested in becoming teachers may obtain details by writing to:

The Director,
Institute of Education,
Macdonald College, P.Q.

WARN OTHERS AND BE SAFE

Whenever you wish to make a change of direction while driving or wish to take the left hand side of the road to bypass another car, then signal your intention of doing so, says the Provincial Highway Safety Committee. If you signal your intention of changing direction, then you give the motorist following every chance to avoid an accident. Remember that the motorist who is forewarned is forearmed. If you continue safe practices on the highways and streets then you will live longer.

AGRICULTURAL MARKETING BOARDS INCREASING IN IMPORTANCE

AGRICULTURAL producers' marketing boards are now operating in all provinces of Canada except Newfoundland according to the Canada Department of Agriculture. The 66 marketing boards in Canada are all incorporated under provincial legislation especially enacted for this purpose.

Of the 66 boards operating in 1959, 34 are in the Province of Quebec. The first producer marketing board in Quebec was sanctioned in 1957 whereas British Columbia first adopted such schemes in the 1920's.

Operations of producer marketing boards vary. Most prevalent is bargaining or negotiating for producers to determine the conditions of the first sale of the product. Some boards simply set minimum prices for the product. Then there is the agency type board which names an agency, often a co-operative, to market part or all of the product under the board's control. In these cases the agency frequently assumes bargaining or some assembling functions for the product. In Quebec most boards are limited to the farmers selling to a specific buyer. In other provinces a board usually covers all commercial production of one product.

Marketing of about 13 per cent of agricultural production in Canada is controlled by producer boards. Of total tobacco, 99.7 per cent is sold through such boards. About half the value of the Canadian fruit crop, one third of the hogs and honey and one fifth of dairy products were sold in this manner in 1958.

MILK FOR SHAVING CREAM

As every farmer knows, milk has many uses. You can drink it, make butter from it, or produce cheese. But one use farmers probably never imagined has been discovered by a shaving cream firm.

The Ingram Menthol Company has developed a formula for shaving cream that uses milk. The milk, says the company, serves as a buffer which helps to prevent rash action of the soap and water mixture on the shaver's face.

The College Page



NEW APPOINTMENT IN BACTERIOLOGY

Dr. R. A. MacLeod, pictured above, has been appointed Associate Professor in the Department of Agricultural Bacteriology. Dr. MacLeod comes to Macdonald from the Fisheries Research Board of Canada where he has been head of the Biochemistry Section of the Technological Station in Vancouver. He has been with the Fisheries Research Board for the past 8 years. Previous to that he was 3 years at Queen's University in the Biology Department, having graduated from the University of Wisconsin in 1949 with his Ph.D. His initial training, both under-graduate and Master's, was taken at the University of British Columbia from which he graduated in 1943 with a B.A. in Honours Chemistry and in 1945 with an M.A. in Chemistry and Biology.

His Ph.D. problem in the Department of Biochemistry at Wisconsin was concerned with the role of metallic ions in the nutrition and metabolic activities of bacteria. Since then his main research has continued in this area and more recently he has been concerned mainly with micro-organisms of marine origin and especially certain halophilic bacteria. He has also been studying some of the more practical aspects of the fishing industry, particularly in regard to the use of various by-products for nutritional sources. Recently he received the Harrison Medal from the Royal Society of Canada as recognition of his research work.

The MacLeods have 6 children and will reside on the Campus.



Graduates who may have occasion to return to Macdonald may be surprised but will no doubt be pleased to see the additions being made to the kitchen and dining room of the College. Shown above is the construction as it had progressed to August 1st. It is planned that by the beginning of the next term renovations providing for two cafeteria lines will be completed.

TOO MANY COWS, NOT MUCH MILK

There are too many cows and not enough milk in Asia.

The Food and Agriculture Organization reports that in 14 countries of the Far East about 40% of the world's total of cows and buffalos are located. However, they produce only 10% of the world's milk output.

Of this 10% figure, India produces 73%, Pakistan, 22% and the remaining 5% produced by Burma, Cambodia, Ceylon, Hong Kong, Indonesia, Malaya, Philippines, Singapore, South Korea, Taiwan, Thailand and Viet-Nam.

Because of the rapid increase in population in these countries, the amount of milk available per person tends to decrease every year.

The milk supply situation in the Far East has been made more difficult by the deterioration of foreign aid donations of skim powder. The Far East also has highly inadequate facilities for distribution and marketing which tends to discourage milk production. Organized milk collection, cooling, processing and distributing is found in only a few places. Also there is a low yield per cow, mainly because of poor nutrition of

the animal and a lack of good husbandry practices. Because of this small output, milk is relatively costly and thus what little is available goes only to those who can afford the comparatively high prices.

In a report on the milk situation in the Far East, the Food and Agriculture Organization says the greatest single need in developing the milk industry in the Far East is the training of personnel at all levels in milk production, processing and marketing. "Managerial skill becomes increasingly important as higher yields per animal are sought and there is ample evidence that considerable increase in the yields are possible due to improved management alone. Significant progress can be rapidly made by concentrating on a few of the more important weaknesses".

The FAO notes that calving for the first time at four years of age is usually practiced in the region, which imposes an unnecessary high burden of cost on the dairy. Calving should be done at two and one half years, FAO says.

Letters for our BEEF SECTION



Dear Editor:

I appreciate very much your publishing my letter in the "Beef Section" of your July issue, even if on the surface it appeared critical of some of the work done at Macdonald.

It was not intended as such, but simply to emphasize that when we read of the huge sums spent by the metal, wood, and chemical industries on research, it is always spent in the hope of promoting new outlets for their products, not in finding substitutes for them. We think there is a very great need for more research work to find new uses for all dairy products, and some work to counteract many of the unproven statements made of the dangers of using milk of which "Cholesterol" and "Strontium 90" are recent examples.

It seems wrong that so much of this material should appear, and never a word of what has been done in Canada to eliminate all the animal diseases that might be transmitted to humans through using milk. Also that Canadian standards of sanitation for the production and handling of milk are among the highest in the world, ensuring the Canadian people of the safest grade of milk obtainable anywhere.

Yours truly

Gilbert MacMillan,
Huntingdon, Que.

* * *

Farmers are reminded by the Provincial Highway Safety Committee that a driver's permit is required to drive a tractor on a public road or on private property. Many farmers lacking sufficient farm labour entrust the handling of these heavy machines to children much too young to drive them. In so doing not only do they risk the possibility of their children becoming involved in an accident, but also the possibility of their children being the cause of an accident in which case parents may be liable for heavy damages.

Milk Replacer Cheaper

Dear Mr. Editor:

It is a pleasure to reply to the letter of Gilbert MacMillan and to note his continuing interest in methods of calf rearing and milk marketing.

This and other agricultural institutions expend their efforts to find ways of reducing costs of dairy production. Cheaper methods of calf rearing, including types of milk replacers and milk production, are essential if the dairy farmer is to enjoy a high standard of living and market his products competitively with other dietary products. For example, it is a well known fact that dairy cows produce milk most efficiently by feeding them whole milk but it is hardly an economically sound practice.

It is evident from the type of survey quoted by Mr. MacMillan that if Canada is to compete for export dairy and domestic food markets, dairymen must avail themselves of every technological advance known to reduce the cost of milk production. To ask other tax payers for financial subsidies yet ignore methods of reducing production costs to competitive levels is hardly ethical.

It is agreed that many a calf in eastern Canada would have benefited considerably by drinking a little more milk and receiving better management. However, it must also be agreed that many a dairy farmer would have benefited from selling much more milk at a reasonable profit.

Prof. M. A. MacDonald

HARKNESS LASHES OUT AT CITY CRITICS

Canada's farmers will approve of recent statements by Hon. D. S. Harkness, in which he attempts to keep the record straight on the cost of food to the consumer. Mr. Harkness lashed out at "city folks" who are critical of government aid to farmers. Speaking in Ottawa to the Canadian Seed Trade

Association, Mr. Harkness said, "It seems to be the general idea that food should be bought at the same price that prevailed 10 to 15 years ago, despite the fact that wages and the prices of all other goods have gone up in the meantime." "Food is cheaper today in relation to the average income of the workers in Canada than it was 20 years ago", said the Minister, "Canadian consumers pay a smaller percentage of their income for food than is the case in almost any country". Mr. Harkness expressed the opinion that urban people must realize that food prices must be increased through government supports to give farmers what he chose to call "a reasonable slice of the national pie".

INDUSTRY MEANS FEWER WORKERS

While a dwindling labour force in agriculture is forcing the farm owner to become mechanized, and spend large sums of borrowed capital on such equipment, we find a situation in industry where labour saving machines are creating unemployment.

Mr. J. Herbert Smith, president of Canadian General Electric, speaking at the annual meeting of the Canadian Chamber of Commerce gave these facts:

"The total man hours required to produce a refrigerator today, compared with a comparable model in 1952 has been reduced by over 40%.

"On the same basis, total man-hours required to produce an electric range decreased by over 25%.

"In the lamp field, man-hours required to produce a fluorescent lamp have been reduced by 35% in the past 10 years. A similar comparison for incandescent lamps shows a man-hour reduction of nearly 40%.

"A large D.C. motor requires over 30% fewer man-hours to produce today than it did 10 years ago.

(Continued on page 22)

The Country Lane

THE OLD TIMER

Once, so many years ago
 Farmers didn't have to know
 As much as Ike, Winston, or John —
 How to live, and get along.

He had his meat, his eggs, and cream,
 He hadn't any T.V., oil or steam,
 But what he had, he thought was good —
 Home grown eats, and lots of wood.

Now times have changed, I hate to say,
 It's hard to farm and make it pay.
 So, now, we have to make a change;
 But credit first we must arrange.

Our Banker says we haven't enough
 Collateral; so it is tough
 To get the hundreds that we need
 To buy our fertilizer, spray and seed.

By now, the government steps in —
 To tell us where we should begin —
 Get educated, and do it quick
 That is sure to do the trick.

Then, we must have price support
 So our money won't be short,
 Co-operatives, by the score
 To keep the sheriff from our door.

We also have a big price spread
 That seems to keep us in the red.
 It's hard to live and keep on top,
 And even hard for us to stop.

So, I guess we'll have to pay the price
 Although, at times, not very nice,
 Better or worse, we'll have to stay,
 And forget the old fashioned way!

— Maritime Farm Forum Member.

★ ★ ★

CORRECTION

A sentimental lady was touring one of the national parks and stopped amazed before a gigantic tree. Amazed but not voiceless she addressed it, "Oh, wonderful elm", she cried, enraptured, "if you could only speak, I wonder what you would say to me?"

The forest ranger had grown a little tired of enthusiasm. "My guess is", he interjected, "it would say: 'Pardon me, lady, but I'm an oak'."



DESERT MAGIC

How still
 The desert night.
 A coolness rests the earth;
 Peace reigns.
 How vast its canopy of stars.

.. LALU S. MONROE

★ ★ ★

BONANZA DAYS

Once the town was roaring wild.
 In far Bonanza days
 From stope and tunnel Fortune smiled,
 Baring the shining maze
 Of treasure where the miner's drill
 Probed the mountain's thews
 And Jerry Lynch rode down the hill
 On a horse with silver shoes.

And now from ruined winze and raise
 The town, deserted, hears
 No echo of Bonanza days
 Or the lords of rough frontiers.
 For, where the Lode died, all is still
 Save the ghostliest of "Wahoos".
 As Jerry Lynch rides down the hill
 On his horse with silver shoes.

ETHEL JACOBSON

★ ★ ★

If we are to check the waste of human resources, we must curb our devotion to the cult of mediocrity; we must give special attention and special training to the talented children on whom we shall make special demands, and all of us, parents, teachers, trustees, the taxpayers, must eradicate the criminally common belittlement of scholarship that is spreading like a virus through our schools. Life is more than learning, but living without the love of learning is less than life.

— Sidney Smith.

★ ★ ★

A Scotsman was attracting much attention in the club with stories of the various feats he had accomplished.

"Well, now", said an English listener, "suppose you tell us something you can't do and I will undertake to do it."

"Thank ye," replied the Scot. "I've just discovered I canna pay my bill here."

A Miracle In Sight The Eye Bank

by Gladys H. HOLMES

EYE BANKS" are now in full operation in this Province and also in Ontario. This truly amazing departure in medical science has gone forward by leaps and bounds. The Canadian National Institute for the Blind is working to acquaint the public with the need for "EYE BANKS". It is also prepared to give help and information to anyone who wishes to further this humanitarian work. The following is reproduced from literature supplied by it for public distribution:

"Many hundreds of Canadians cannot now enjoy the miracle of complete sight because of a cloudy condition of the exterior surface of the eye, which markedly reduces vision. Medical science has perfected a way by which light, and thus perfect sight, can be brought to these visually handicapped people. The clouded surface which really is part of the eye called the "cornea" can be removed and replaced with clear material from one eye to another. This is called corneal graft, or transplant, and has been done successfully scores of times. The new cornea grows into the once blind eye, and in fact becomes part of it. It is just like having a pane of frosted glass replaced with a clear one. The supply of cornea must come from healthy human eyes that very recently have been removed, often as a result of an accident to another part of the eye. A few years ago it was discovered that eyes from a recently deceased person could also be used to provide material for corneal transplants. In order to use the eyes of a recently deceased person, they must be removed as soon after death as possible, not longer than six hours.

To help in the fight to restore sight, the Canadian National Institute for the Blind has set up an organization called The Eye Bank of Canada, the first divisions of which are now operating in Ontario and Quebec. Working with some of the most skilled eye specialists in the country, the CNIB makes arrangements for eyes no longer useful to one person, to be used to help restore sight in another. Hospitals have been given special containers in which to pack the eyes for their speedy trip to the Eye Bank for examination. If the eye is satisfac-

tory for sight saving, it is again rushed to an eye specialist, perhaps in another area, who has been alerted by telephone to prepare his patient for surgery that may result in new sight. The clear cornea is removed from the donor eye and transplanted into the eye of the waiting patient who now stands a better chance of seeing again, perhaps even better than he has ever seen before.

You can help in this humanitarian work and at the same time ensure that part of one of your most precious gifts, your sight, has been offered to help the blind see again. In most cases your gift will live on, a lasting memorial to your concern for others. What better legacy to leave? You can help build a supply of eyes for the future by signing up to leave your eyes at death to the Eye Bank. The procedure is simple. It requires your own signature and that of your next of kin; your doctor should also know of your intention. The identification card issued by the Eye Bank, when properly completed, is all that is necessary. Talk it over with your loved ones, your clergyman, and your doctor. You will find there are no religious or medical objections to leaving your eyes so that someone may be offered a chance to see again. The heads of Jewish and Christian faiths, scientists, and prominent people like Eleanor Roosevelt and Lady Churchill have endorsed the idea with enthusiasm. The rest is up to you.

Donor cards, and additional copies of the above information may be obtained by writing to The Eye Bank of Canada (Quebec Division), The Canadian National Institute for the Blind, 1425 Crescent Street, Montreal, Quebec."

Note: Mrs. Holmes, Provincial Convenor of Welfare and Health for the Quebec Women's Institutes, advises that this is one of the topics recommended to the Institutes for study.

* * *

Children's feet do not grow uniformly over the years. Sometimes they change a whole size in two months. Allowance for this should be made when buying shoes by having the feet measured and consideration being given to fast growth.

INTERIOR PAINTS TESTED

In its third test of interior flat latex paints in seven years, Consumers Union reported all 12 leading brands tested to be "Acceptable" for interior wall painting, and said that the tested brands represented "a vast improvement" over the latex paints first tested in 1953.

Non-profit and non-commercial, Consumers Union is the largest consumer organization of its kind in the world. The May issue of its monthly magazine, *Consumer Reports*, discusses the findings of the latex paint tests in a featured article.

Consumer Reports noted that the paints tested generally were improved over those last tested in storage stability, odor, appearance at framed areas (where brushed and rolled areas adjoin), and in resistance to damage by scrubbing.

However, the *Consumer Reports* article pointed out that the interior flat latex paints tested still are not appropriate for all interior walls in the home. In bathrooms

(Continued on page 19)

I BELIEVE

In his provocative book **TWO CHEERS FOR DEMOCRACY** E. M. Forster has this to say:

"I believe in aristocracy — if that is the right word — and if a democrat may use it. Not an aristocracy of power, based upon rank and influence, but an aristocracy of the sensitive, the considerate and the plucky. Its members are to be found in all nations and classes, and all through the ages, and there is a secret understanding between them when they meet. They represent the true human condition, the one permanent victory of our queer race over cruelty and chaos. Thousands of them perish in obscurity, a few are great names. They are sensitive for others as well as for themselves, they are considerate without being fussy, their pluck is not swankiness but the power to endure, and they can take a joke."

Milk, an almost perfect food, should be pasteurized to prevent the possibility of germs of such diseases as undulant fever, typhoid or paratyphoid fevers or dysentery being present in the raw milk. The local or provincial health department will supply directions for pasteurizing raw milk at home, if safe milk is not available commercially.

HOUSEHOLD PAGE

Our second cook's tour was through the fascinating country of Brazil. We landed at Rio de Janeiro and were met by our host who was a true "Carioca", as the inhabitants of Rio are called. We arrived in the midst of the gayest of Brazilian holidays — the pre-lenten Carnivale. Beginning on a Saturday, this four-day festival contains enough good food and fun to last for the forty solemn days of Lent. That day Rio comes alive with parades and street dancing. Many wandering orchestras play the traditional sambas and the newer chachas for which Brazil is famous. Costumes are extraordinarily bright and everyone becomes some one else. City folk imitate their rural compatriots and modest women become dark-eyed beauties. Clowns and devils bound about. Fireworks are the entertainment for children in the evening. We are told that this festival is celebrated all over the country. Families and friends gather around bonfires to enjoy sweets of rice cakes, roasted sweet potatoes and "Mother-in-Law's Eyes". These latter are delicacies made from dates or prunes stuffed with almond paste so that they look like eyes.

The traditional meal during Carnivale is the Brazilian national black bean dish called a Feijoada. This dish takes twenty-four hours to prepare. Fifteen different types of meat are used, including dried, fresh and salted, with beef and tongue contributing the most prominent flavours. The beans and the meat are stewed together until the meat is tender and the beans are porridge-like in consistency. Necessary accompaniments are browned mandioca flour, sliced oranges and spicy rice. Cachacea, a Brazilian rum made from sugar cane extract, is always served on feast days. It is quite crude and very potent.

In a typical household in Rio we found equipment similar to ours but on a smaller scale. Gas was used in ovens and ranges. American utensils and very modern design of stainless flatware were popular. Normal kitchen equipment included a water filter on the wall near the tap. It was used to filter mud out of Rio's water supply, which often proved inadequate for the size of the city.

The meals in Rio were found to be quite similar to our own except

A COOK'S TOUR OF BRAZIL

BRAZILIAN RECIPE

A Confection — "Mother-in law's Eyes"

(Olhos de Sogras)

3 tbsp. sugar
 $\frac{1}{2}$ c. water
 4 egg whites
 4 egg yolks

$\frac{1}{4}$ c. ground almonds
 1 drop vanilla
 1 c. powdered sugar
 $\frac{1}{2}$ lb. dates or prunes.

Dissolve 3 tbsp. sugar in $\frac{1}{2}$ c. water over low heat and cool. Mix and beat lightly the separated eggs. Add eggs to syrup, return to heat and mix slowly until, when scraping the bottom of pan with a spoon, you can see the bottom. Add almonds and remove from the heat. Add vanilla and cool. Knead powdered sugar into mixture. Slice prunes or dates on one side, remove pits, and fill each with a paste ball and roll in fruit sugar.

for breakfast. It consisted of only black coffee and crusty bread. By the time that lunch was to be served, we were just famished. At three o'clock in the afternoon, we usually had coffee and cake. Dinner was eaten about 8:00 P.M.

A Brazilian market-place was most intriguing. A vendor arrives in the square and spreads out on the cobblestones a great canvas sack containing a miniature Woolworth's. Combs and gay trinkets are tried on by prospective buyers before purchases are made. Donkey carts arrive laden with fruits and vegetables. Meat is strapped, unwrapped, to the backs of the donkeys. Food is cheaper in Brazil on the average, when we realize a Brazilian worker does quite well on a yearly income of \$432.

Every street in the towns has little wayside coffee bars where strong black Brazilian coffee is sold. The Brazilians pour their coffee over a half a cup of sugar in a demi-tasse cup. The flavour reminds one of a liqueur. A Brazilian may drink 24 to 30 cups of this a day.

In the south of Brazil the gaucho reigns supreme. He is the Brazilian prototype of our cowboy. His favourite meal would be the churrasco or outdoor bar-be-que. A whole animal is turned in a spit over a charcoal fire. A drink native to this area is the matte or herbal tea. It is sucked from a round bottomed glass through a straw-like perforated spoon. Hot or cold or with lemon are some of the ways of serving matte.

Our gourmet tour ended all too soon, but it left us with an intense interest in this major land area of South America.

INTERIOR . . .

(Continued from page 18)

and kitchens, for example, a high-gloss or semi-gloss enamel would be more satisfactory, because the water resistance of the latex paints has not been sufficiently perfected to permit long exposure to, or splashing by, water. Similarly, in rooms where soiling may be especially bad and hard scrubbing necessary — such as a rumpus or child's room — a latex paint would not be nearly as satisfactory as a semi-gloss enamel.

"The latex paints, like all flat paints, are best used in such places as living rooms and bedrooms, where the objective is a pleasing flat (matte) finish from which occasional stains can be removed with reasonable ease," *Consumer Reports* said.

Of the 12 brands tested, ten were "check-rated" by Consumers Union as meriting "first consideration." The remaining two brands, while still "Acceptable," were found to be not as good.

Consumers Union said that the latex paint tests were conducted, and the Ratings prepared, in accordance with five principal criteria: *application properties* (including application ease, drying speed, same-day repainting, odor, and clean-up ease); *appearance*, both with brush and with roller (color and sheen uniformity, leveling, flashing, cratering, sagging, color streaking, and color match); *storage stability*; *wear characteristics* (color retention on aging, cleanability, burnishing, wear-away and color change by scrubbing, and water spotting), and *hiding power*.



The Better Impulse

NEWS AND VIEWS OF THE WOMEN'S INSTITUTES OF QUEBEC



Megantic County Institute members assembled at their annual meeting held recently at Kinnear's Mills.



Ladies from Richmond County at the Convention.

OFFICE HAPPENINGS

Found after Convention: Telephone notebook containing lists of books, names of presidents, etc. Also: Someone asked for copies of Hymn of All Nations . . . Who?

Here is a way to raise money for the ACWW Scholarship.

Manitoba's 'Institute News' — "A little apron from Edinburgh, made of McKenzie tartan, with the letters S.W.R.I. worked on one of its two pockets, joined forces with Mrs. Moss (Pres.) and Mrs. Neabel (Sec.) and visited each convention inviting members to share some of their pennies with the pocket. From the ten conventions \$144.15 was contributed."

This could be done at QWI county meetings.

NOTE: In future the Hoodless Hasti-Notes are to be ordered through the County Treasurers, who have been notified of this change.

OUR FAR AWAY SISTERS

Taken from *Home and Country*, Rhodesia, South Africa

"For Brides, looking for somewhere to live, the following is a guide to the real meaning of the terms used by various estate agents:

"Easy reach of the centre of

town" means that the traffic keeps you awake all night.

"Recently modernized" means a peach and black enamel bathroom, but the hot water system is still the old original.

"Good residential district" means the neighbours don't speak to you.

"Perfect little gem for garden lover" means hard labour for life.

"Flatlet" means one room with the stove in a cupboard.

"Favoured position" means you get a grand view of the main road.

"Secluded position" means your friends need a well-trained bloodhound to find you.

"House of character" means that even the estate agent can't bring himself to call it beautiful.

* * *

Extracts from a debate "Should Rhodesian Children Wear Hats".

"Mrs. Townsend led the debate very forcefully in favour of the wearing of hats, backed by quotations from a medical authority of recent date. She was supported by Mrs. Archdale.

Then Mrs. Hammond said that against her better judgment she was there to oppose the idea that hats were necessary, and added that soldiers in the last war suffered no ill effects from going hatless. It appeared to be a fact that as long as the body was kept cool protection of the head was unnecessary.

Mrs. Linnel then rose in support of Mrs. Hammond and told us how nice it was to have an audience that did not vanish as soon as she began to speak. Her experience in the school holidays had been that, before she could finish what she had to say about hats, there was no one left to say it to. But she thought that, even if it were decided that hats were no longer needed as headgear, she would still support the idea of a child having a hat, because a hatband was a better place for keeping fishhooks than most others — cushions, for instance. And she much preferred find a nest of hamsters in a school hat to finding them in one of her drawers or cupboards. Hats can be put so such endless uses. In support of not wearing hats one can go right back to our first ancestors — we are told that some clothing was worn; but there is no mention of hats.

Mrs. Archdale then asked how little boys, if they had no hats, could learn to take them off? And she recited a verse in support of hats which told of a young man who could not swim but at least was able to show his sympathy by politely raising his hat at intervals to his companion who was drowning.

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The Month With The W.I.

JULY is holiday month and, as many branches observe this, there are many gaps in the news. It's "business as usual" for 14 Counties, and we hope that the missing ones will be back with renewed energy next month. Donations this month were as follows: the Lady Aberdeen Scholarship, school prizes, Gift Coupon No. 400, cotton for cancer, retarded children, World Refugee Year, and Agricultural Societies.

BONAVVENTURE:

BLACK CAPE had a guest speaker, whose subject was "Food — the Design for Good Nutrition". GRAND CASCAPELIA has raised money for prizes in local schools. MARCIL welcomed a new member and held a "Theatre Night" when the film "The Seven Hills of Rome" was shown. The convenor of Education is to present school prizes. RESTIGOUCHE gave out seeds for the school fair and presented two Grade XI graduates with gifts.

BROME:

ABERCORN heard a paper given by the Welfare and Health convenor. AUSTIN are collecting spectacles for the "Lions Club Project". SOUTH BOLTON held a "Strawberry Social" and received an organ for their club room.

CHAT-HUNTINGDON:

HEMMINGFORD catered to an Anniversary supper. A letter was sent to the authorities with regard to celebrating national holidays on the proper date. HOWICK had a demonstration on making strawberry jelly. Their project concerns garbage disposal and water pollution in local rivers. HUNTINGDON paid one cent for each inch of their waist measurements and had a demonstration on entries and judging at County Fairs. ORMSTOWN heard interesting reports from all convenors.

COMPTON:

BURY made catering plans for a wedding and the Dominion Day celebration. CANTERBURY entered a float in the July 1st Parade and donated dish towels to the Church Hall. COOKSHIRE heard Canon Dunn speak on the World Refugee Year and bought shrubs and plants through the courtesy of the County Agro-nome. EAST ANGUS had a paper drive and visited a factory where plastic goods are made. Prizes were donated to the school for improvement in health, and a food sale will raise funds for World Refugee Year. EAST CLIFTON provided dinner for men working at a "Bee" and will hold a joint picnic with the Sunday School. Members planted flowers in the cemetery. SAWYERVILLE entertained East Clifton W.I. and completed a quilt. A demonstration on metal work was given by Mrs. C. Kendall. SCOTSTOWN enjoyed a picnic meeting at Mirror Lake and donated to the Tea-Room Project.

GASPE:

HALDIMAND also measured their waists for a roll call and had a contest on health. SANDY BEACH are planning to open a library and to start Round Robin

Teas. Their contest was — "What a Bride has in her Trousseau", and a Weiner Roast was enjoyed. WAKEHAM members made posters for a coming event, with a prize being given for the most original. A rummage sale was held. YORK told of "A Kindness Shown Me" for roll call and are having Round Robin Teas for World Refugee Year. A large box of clothing was packed for Unitarian Relief.

MEGANTIC:

INVERNESS have subscribed to Gift Coupon No. 400 and the roll call was answered by naming the last five Governors General. KINNEAR'S MILLS have also purchased a Gift Coupon, and they named a Prime Minister for their roll call.

MISSISQUOI:

DUNHAM renewed its C.A.C. subscription and sent a copy of its programme to the Newfoundland Jubilee Guild. FORDYCE subscribed 100 per cent to the Federated News. Projects are a Hobby Show and catering to a wedding reception. STANBRIDGE EAST received an invitation from the Salada Tea Co. to visit their plant. An ice cream social and picnic are planned.

PONTIAC:

BEECH GROVE gained three new members. Guest speaker was Miss Dougherty, who spoke on "Home Life in China" and displayed many beautiful Chinese treasures. BRISTOL heard a reading — "How Vital is the W.I. Today?" ELMSIDE answered the roll call by repeating the collect from memory, or paying a fine, and had a quiz on "Do's and Don'ts". FORT COULONGE had an exhibit of old-fashioned photos and a paper on peonies. A fund is to be started for overseas relief. QUYON opened a bank account for every new baby of Institute members. Flowers are to be planted at the War Memorial. SHAWVILLE enjoyed a food and meal-planning course given by Miss J. McOuat. STARK'S CORNERS entertained the County president and had a money cake. WYMAN had a talk on the Adelaide Hoodless Home.



Melbourne Ridge WI members are renowned for their catering abilities, and this picture taken at the end of a rug-hooking course shows them tucking in to a delicious dinner.

QUEBEC:

VALCARTIER will broadcast over CJOC, Quebec City, every second Monday, at 7:15 P.M. A dance was held, as was a contest on making words from "British Columbia".

RICHMOND:

CLEVELAND are to raise \$2 talent money during the summer months, and their roll call was "What I Would Enjoy Doing as a Grandmother". For roll call GORE members paid a penny for each letter in their name, and sent bedsocks, a bed jacket and bed pads to the Cancer Society. MELBOURNE RIDGE had a "Know your W.I." contest and made plans for their picnic site. School fair prize lists were given out. RICHMOND HILL had Mrs. Buckman, of the School for Retarded Children, as guest speaker, and sent groceries to a bereaved family. A benefit dance was held, and a contest with all articles entered being sent to a children's home. RICHMOND Young Women enjoyed a weiner roast and catered for a June wedding. Talks were on "Welfare and Health" and the World Refugee Year. SHIPTON held their annual picnic and heard a reading on cruelty to wild animals kept in wayside zoos. A donation was sent to the McLennan Travelling Library.

ROUVILLE:

ABBOTSFORD gave dish towels to the school.

SHEFFORD:

GRANBY HILL discussed whether we should have a Canadian Flag and had a contest on Publicity. GRANBY WEST bought a Gift Coupon No. 400 and brought gifts for a member celebrating her birthday. WATERLOO-WARDEN had a brush demonstration, with 15 per cent of the sales going to the W.I. Tweedsmuir blocks have been made into a quilt.

INDUSTRY MEANS . . .

(Continued from page 16)

"The man-hour content of a typical switch-gear component has been reduced by over 30% in the last 10 years.

In the same period, man-hours required to produce power transformers have been reduced by over 30%, while man-hours needed to produce typical water-wheel generators have gone down over 25%.

The March issue of "Labour Facts" published by Research Associates in Montreal makes this statement regarding increased productivity:

"Increased productivity can be a wonderful thing in making possible an improved standard of living for all of us. But no one will be happy if these developments are accompanied by mounting unemployment."

In agriculture where the productivity of workers has increased to a greater extent in the last 10 years than in non-farm industry,

we also find that the fruits of this productivity are not benefiting farm people.

OUR FAR AWAY . . .

(Continued from page 20)

At this Mrs. Linnel hastily rose to state that she had been quite converted, and a show of hands was proof of complete unanimity in favour of Rhodesian Children Wearing Hats.

* * *

In this country we have heard of wolves or deer visiting our golf courses, but in South Africa they have bigger game. On one course there is a lake. Besides being the home of many lost balls, it is also the home — or picnic spot — of a family of hippos, who often let out earthshaking bellows, especially when one is about to take a shot.



A photo taken at the reception for Mrs. Roylance in Laird Hall. From the left: Mrs. Ossington, Mrs. Harvey, Mrs. Roylance and Mrs. Ellard.

SHERBROOKE:

ASCOT presented a life membership to Mrs. Stuart Coates. BELVIDERE held a bake sale and gave prize money to Lennoxville High School. BROMPTON ROAD gave each grandmother a corsage, and remembered a war veteran with a gift. Three members were appointed to write W.I. Happenings. LENNOXVILLE had a talk on laundering fabrics by Mr. Richardson of Crown Laundry. Wool was sent to Korea and a phantom food sale held. A new member is reported here. MILBY collected and sold 3 tons of waste paper. Two members collected for the Cancer Society and a blanket was given to a bride.

STANSTEAD:

AYERS CLIFF assisted the local school with their educational tour of Quebec City and are collecting historical information about the town. BEEBE placed swings in the park for the children and are having travelling food sales. HATLEY entered a decorated float in the Dominion Day Parade. An ice cream social and a silent food sale were held. MINTON held a "Bring and Buy" sale.

JUDGMENT OF HISTORY

Don't be too sure of your prejudices. On the occasion of Lincoln's dedication of the National Cemetery at Gettysburg a Harrisburg, Pa., newspaperman gave full play to the rolling periods of Edward Everett, the orator of the day, and concluded that the president had not risen to the occasion and had made "a few rambling remarks". The few rambling remarks were the Gettysburg Address.

SIMPLE OR COMPOUND

The difference between a simple and a compound fracture is that the former is a broken bone, where there is no wound or break in the skin. A compound fracture has a wound either near or above the fracture, and the bone may protrude. Either type should be immobilized by splints; the protruding bone should not be pulled back by a first aider, but a sterile dressing should be placed over the wound.

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